

Licensing Show 2012

Ohiya Hits the Ground Running



The world of Ohiya is inhabited by cute and crass, but always friendly, characters that carry a message of friendship and fun. Created by illustrator Jason Tharp, Ohiya offers humor, positive messages, and up-to-date fashion statements. Earlier this year, Ohiya products launched at retailers and included apparel, plush, purses, lanyards, key chains, and buttons. In its licensing agreements, Ohiya aims to appeal to consumers worldwide with products across all categories to fit every budget. These include accessories, toys, publishing, social expressions, and school supplies.

